

Message Text

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PAGE 01 RIYADH 00431 071059Z
ACTION NEA-11

INFO OCT-01 EUR-12 ISO-00 EB-08 /032 W
-----094139 080217Z /62

R 070548Z JUN 78
FM USLO RIYADH
TO SECSTATE WASHDC 513
USDOC WASHDC
INFO AMEMBASSY JIDDA
AMCONSUL DHAHRAN
AMEMBASSY ATHENS

UNCLAS RIYADH 431

ATHENS FOR RTDO

E.O. 11652: N/A
TAGS: BEXP, SA
SUBJECT: SAUDI TRADE MISSION TO U.S.

REF: A) STATE 126945, B) RIYADH 353

1. IN FURTHER CONVERSATION REGARDING REVERSE TRADE MISSION TO U.S., DEPUTY MINISTER OF COMMERCE HAMDAN REITERATED POINTS MADE REF B. HAMDAN ACKNOWLEDGED SECRETIVENESS AMONG TRADITIONAL SAUDI BUSINESSMEN POTENTIAL PROBLEM BUT SAID IT COULD BE OVERCOME BY SELECTING YOUNGER, SOPHISTICATED, FOREIGN EDUCATED SAUDIS AS PARTICIPANTS. THIS TYPE BUSINESSMAN WAS SELECTED FOR RECENT SAG SPONSORED MISSION TO EAST ASIA AND HAMDAN INDICATED THE MISSION MOOD WAS ONE OF TEAMWORK AND MUTUAL HELPFULNESS. HE ADDED THAT TEN TO TWELVE MEMBERS IS OPTIMAL SIZE FOR SUCH A MISSION.

2. HAMDAN SAID SUBJECT MISSION SHOULD HAVE PRODUCT THEME IN WHICH U.S. IS WORLD LEADER AND WHICH IS NEEDED FOR DEVELOPMENT OF KINGDOM. MINISTRY WOULD UNDERTAKE
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SELECTION THEME AND ESTABLISHMENT MISSION OBJECTIVES.
HAMDAN AGAIN SAID MISSION SHOULD INCLUDE THOSE INDUSTRIES MADE MORE COMPETITIVE BY DOLLAR DEVALUATION. COMMENT:
USLO FEELS HAMDAN WOULD BE OPEN TO THEME SUGGESTIONS FROM USDOC.

3. OTHER BUSINESS LEADERS CONFRONTED BY USLO HAVE EXPRESSED

VIEWS SIMILAR THOSE OF HAMDAN. ALL FAVORED SPECIALIZED
PRODUCT MISSION AND BUSINESSMEN WE TALKED WITH, MOSTLY
YOUNGER AND WESTERN EDUCATED, (#)

WITH POTENTIAL COMPETITORS. SALEH TOAIMI, SECRETARY GENERAL
AT RIYADH CHAMBER COMMERCE SAID SELECTIVITY WAS KEY AND ADDED
SMALL WORKING MISSIONS WERE NATURAL FOLLOWUP TO RECENT
PUBLIC RELATIONS EFFORTS BY ARAB CHAMBER COMMERCE DELEGATION.

4. HAMDAN ADVISED EMBASSY INITIATE FORMAL
DIALOG ON SUBJECT BY SENDING NOTE THROUGH FOREIGN MINISTRY
IN JIDDA. WE TOLD HIM EMBASSY HAD ALREADY INITIATED PROCESS AND WOULD
CONTINUE FOLLOW UP WITH FOREIGN MINISTRY.
GNEHM

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Message Attributes

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Disposition Event:
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